

Census Has Business Data?

An Update on the
2017 Economic Census
Data Released for AL, LA,
MS, NC, SC, and TN

Economic Census webinar
May 19th, 2020

Presented by: Tandace Wilson & Adam Grundy
U.S. Census Bureau



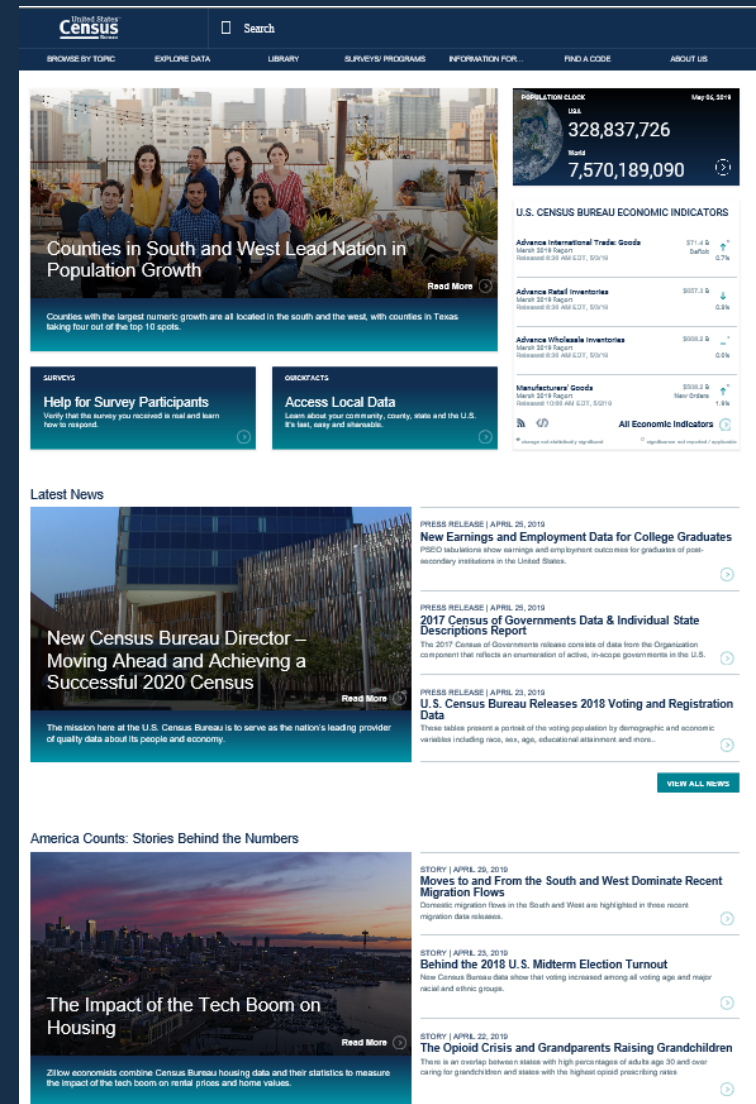
2017 Economic Census Webinar Series

Planned Schedule for State- and Sector-Based Webinars

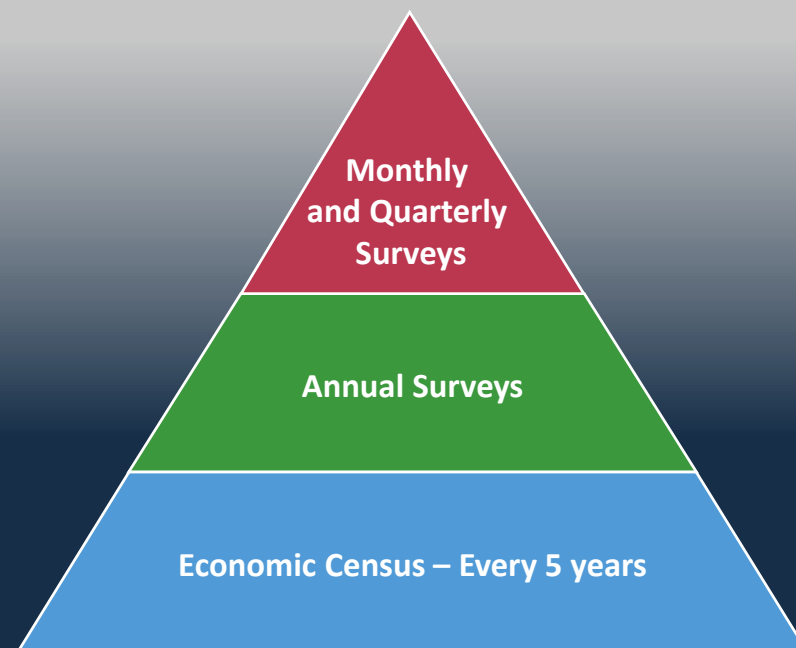
Date	States (Tuesdays)	Date	Sectors (NAICS code) (Thursdays except 3/11)
19-Feb	CT, MA, ME, NH, RI, & VT		
10-Mar	AZ, CA, CO, HI, & NV	11-Mar	Utilities (22)
24-Mar	AK, ID, MT, OR, UT, WA, & WY	26-Mar	Transportation and Warehousing (48-49)
7-Apr	DC, DE, NJ, NY, and PA	9-Apr	Finance and Insurance (52)
21-Apr	MD, VA, & WV	23-Apr	Real Estate and Rental and Leasing (53)
5-May	KY & OH	7-May	Health Care and Social Assistance (62)
19-May	AL, LA, MS, NC, SC, & TN	21-May	Services: Information (51), Prof, Sci, and Tech Services (54), Admin & Support and Waste Mgmt and Remed Services (56), Educational Services (61), Arts, Entertainment, and Recreation (71), and Other Services (81)
9-Jun	IA, NE, & SD	11-Jun	Accommodation and Food Services (72)
23-Jun	IL, IN, KS, MO, MN, ND, & WI	25-Jun	Wholesale (42) and Retail (44-45)
21-Jul	AR, FL, GA, MI, NM, OK, & TX	23-Jul	Management of Companies and Enterprises (55)
		6-Aug	Mining (21), Construction (23), and Manufacturing (31-33)

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



<https://www.census.gov/>



Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
 - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

The *Economic Census (EC)*

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- Product Lines data
- Released on data.census.gov, *Census Business Builder*, and other Census tools

Also have related data based on the race, ethnicity, gender, and veteran status of the business owner in the *Survey of Business Owners* and the *Annual Survey of Entrepreneurs*



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+

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AND GEOGRAPHY**

=

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2017 Economic Census

See How It All Adds Up



2017 Economic Census Planned Data Product Releases

2017 Economic Census Planned Data Product Releases


Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, and Selected Geographies)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	

Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Miscellaneous Statistics	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	


2017 Economic Census GAS Release Resources

<https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>


[News](#)
[Updates](#)
[Blog Posts](#)
[Back to Economic Census News & Updates](#)



Release Information




The 2017 Economic Census is being released on a flow basis between September 2019 and December 2021. This page will help you keep track of what is being released.



What's Been Released

This file is a full list of every release so far for the 2017 Economic Census. This list is updated every Monday.

 [What's Been Released](#) [<1.0 MB]

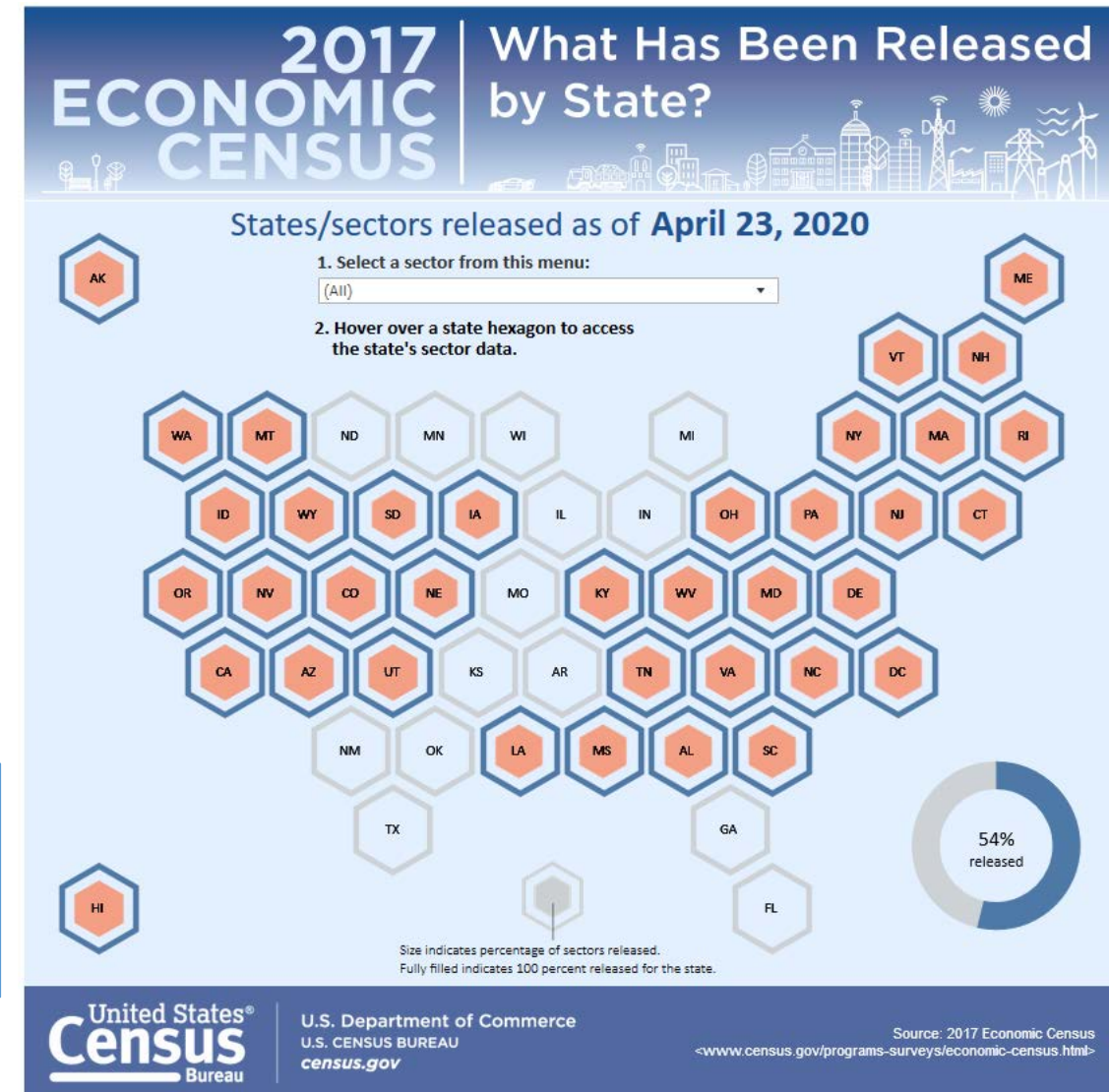
Upcoming Releases

This file is a tentative list of Pubs that may be released in the next 30 days. View the full release schedule [here](#). This list is updated every Monday.

 [Upcoming Releases](#) [<1.0 MB]



AL, LA, MS, NC, SC, and TN data all started on 4/9



Key Changes in the 2017 Economic Census

- **Geographic area** changes (counties, places, metros)
 - No ZIP Code data (see ZIP Code Business Patterns)
 - No Place data for Manufacturing
- **North American Industry Classification System (NAICS)** changes
- The New North American Product Classification System (NAPCS) (replaces old “Product Lines” tables)
- Other changes, including:
 - New Disclosure Rules (and their impacts)
 - New Data.census.gov dissemination platform

For a summary of the key changes, view our recorded webinar at

<https://www.census.gov/data/academy/webinars/2019/2017-econ-census.html>

Geographic Area Changes for the Alabama

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- 4 Metro Area changes
 - Birmingham-Hoover-Talladega CSA
 - Huntsville-Decatur-Albertville CSA
 - New Pensacola-Ferry Pass CSA
 - New Eufaula Micro Area
- 192 economic place changes
 - 111 Places with Area Gain
 - 61 Places with Area Loss
 - 1 Place with a name change
 - Kimberly town now city
 - 13 New Places
 - 2 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Alabama

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	11488	Calvert CDP
		75096	Taylor town
027	Clay County	02860	Ashland town
		43264	Lineville city
053	Escambia County	22216	East Brewton city
055	Etowah County	12070	Carlisle-Rockledge CDP
061	Geneva County	75096	Taylor town
069	Houston County	75096	Taylor town
097	Mobile County	11488	Calvert CDP
105	Perry County	77904	Uniontown town
107	Pickens County	01228	Aliceville city
117	Shelby County	37465	Indian Springs Village city
125	Tuscaloosa County	17704	Cottondale CDP
129	Washington County	11488	Calvert CDP
131	Wilcox County	11512	Camden city

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
015	Calhoun County	14728	Choccolocco CDP
017	Chambers County	36592	Huguley CDP

Geographic Area Changes for Louisiana

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- New Lake Charles CSA
- 117 economic place changes
 - 58 Places with Area Gain
 - 52 Places with Area Loss
 - 0 Places with a name change
 - 6 New Places
 - 7 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Louisiana

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
003	Allen Parish	39755	Kinder town
027	Claiborne Parish	33525	Haynesville town
055	Lafayette Parish	58360	Ossun CDP
081	Red River Parish	18055	Coushatta town
095	St. John the Baptist Parish	22815	Edgard CDP
103	St. Tammany Parish	00240	Abita Springs town

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	20680	Des Allemands CDP
057	Lafourche Parish	20680	Des Allemands CDP
089	St. Charles Parish	09130	Boutte CDP
		20680	Des Allemands CDP
095	St. John the Baptist Parish	28345	Garyville CDP
103	St. Tammany Parish	59445	Pearl River town
109	Terrebonne Parish	09095	Bourg CDP
		26746	Fort Polk North CDP
115	Vernon Parish	54175	New Llano town

Visit <https://tigerweb.geo.census.gov/tigerwebecon/> for online map resources to better understand the changes

Geographic Area Changes for Mississippi

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- New Columbus-West Point CSA
- 45 economic place changes
 - 20 Places with Area Gain
 - 23 Places with Area Loss
 - 1 Place with a name change
 - Diamondhead CDP now city
 - 1 New Place
 - 1 Dropped Place

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Mississippi

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
073	Lamar County	02060	Arnold Line CDP

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
075	Lauderdale County	46680	Meridian Station CDP

Geographic Area Changes for North Carolina

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- No metro changes
- 377 economic place changes
 - 243 Places with Area Gain
 - 108 Places with Area Loss
 - 0 Places with a name change
 - 16 New Places
 - 6 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: North Carolina

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Place Total	12140	Cherokee CDP
		42020	Maxton town
		67720	Tobaccoville village
001	Alamance County	30260	Haw River town
031	Carteret County	08040	Broad Creek CDP
037	Chatham County	22982	Fearrington Village CDP
059	Davie County	05135	Bermuda Run town
067	Forsyth County	67720	Tobaccoville village
085	Harnett County	13360	Coats town
089	Henderson County	25160	Fruitland CDP
		32740	Horse Shoe CDP
		37160	Laurel Park town
099	Jackson County	12140	Cherokee CDP
101	Johnston County	74580	Wilson's Mills town
129	New Hanover County	75820	Wrightsville Beach town
155	Robeson County	42020	Maxton town
157	Rockingham County	42060	Mayodan town
165	Scotland County	42020	Maxton town
167	Stanly County	47980	Norwood town
169	Stokes County	67720	Tobaccoville village
173	Swain County	12140	Cherokee CDP
179	Union County	41640	Marshville town

Geographic Area Changes for South Carolina

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- No metro changes
- 157 economic place changes
 - 94 Places with Area Gain
 - 54 Places with Area Loss
 - 0 Places with a name change
 - 8 New Places
 - 4 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: South Carolina

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
013	Beaufort County	32245	Hardeeville city
019	Charleston County	36430	James Island town
		59020	Ravenel town
045	Greenville County	37465	Judson CDP
063	Lexington County	13150	Chapin town
075	Orangeburg County	77672	Wilkinson Heights CDP
083	Spartanburg County	40075	Landrum city
		61720	Roebuck CDP
085	Sumter County	58570	Privateer CDP

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
057	Lancaster County	68380	Springdale CDP
075	Orangeburg County	22997	Edisto CDP
077	Pickens County	02440	Arial CDP
091	York County	41065	Lesslie CDP

Visit <https://tigerweb.geo.census.gov/tigerwebcon/> for online map resources to better understand the changes

Geographic Area Changes for Tennessee

Visit <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information

- No metro changes
- 217 economic place changes
 - 104 Places with Area Gain
 - 97 Places with Area Loss
 - 0 Places with a name change
 - 12 New Places
 - 2 Dropped Places

2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Tennessee

Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
009	Blount County	43820	Louisville city
033	Crockett County	04720	Bells city
039	Decatur County	57080	Parsons city
051	Franklin County	67140	Sewanee CDP
059	Greene County	50320	Mosheim town
065	Hamilton County	01480	Apison CDP
073	Hawkins County	03760	Bean Station city
093	Knox County	46400	Mascot CDP
097	Lauderdale County	31820	Halls town
103	Lincoln County	56800	Park City CDP
129	Morgan County	15880	Coalfield CDP
149	Rutherford County	14860	Christiana CDP
187	Williamson County	69420	Smyrna town
		73900	Thompson's Station town

Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
047	Fayette County	16420	Collierville town
163	Sullivan County	06740	Blountville CDP

NAICS



- The standard used by US Federal statistical agencies to classify businesses
- Developed by **OMB**, [Statistics Canada](#), and [Mexico's stat agency](#) (INEGI)
- Helps ensure statistical **comparability** across North American countries
- Adopted in **1997** and updated every 5 years (see the [2017 NAICS Manual](#))
- Types of Changes
 - **One-to-One (Recodes)**, **Many-to-One (Combos)**, and **Many-to-Many**
 - One-to-Many (Splitters) (none for 2017, few in 2012)

NAICS Changes for 2017

- Mining

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
211111	Crude Petroleum and Natural Gas Extraction <i>crude petroleum extraction</i>	211120	Crude Petroleum Extraction
	<i>natural gas extraction</i>	211130	Natural Gas Extraction
211112	Natural Gas Liquid Extraction		
212231	Lead Ore and Zinc Ore Mining	212230	Copper, Nickel, Lead, and Zinc Mining
212234	Copper Ore and Nickel Ore Mining		

- Manufacturing

- Retail Trade

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
452111	Department Stores (except Discount Department Stores)		
452112	Discount Department Stores <i>insignificant perishable grocery sales</i>	452210	Department Stores
	<i>significant perishable grocery sales</i>		
452910	Warehouse Clubs and Supercenters	452311	Warehouse Clubs and Supercenters
452990	All Other General Merchandise Stores	452319	All Other General Merchandise Stores
454111	Electronic Shopping		
454112	Electronic Auctions	454110	Electronic Shopping and Mail-Order Houses
454113	Mail-Order Houses		

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
333911	Pump and Pumping Equipment Manufacturing		
333913	Measuring and Dispensing Pump Manufacturing	333914	Measuring, Dispensing, and Other Pumping Equipment Manufacturing
335221	Household Cooking Appliance Manufacturing		
335222	Household Refrigerator and Home Freezer Manufacturing		
335224	Household Laundry Equipment Manufacturing	335220	Major Household Appliance Manufacturing
335228	Other Major Household Appliance Manufacturing		

Visit the NAICS website for more information
(<https://www.census.gov/eos/www/naics/>)

NAICS Changes for 2017 (cont.)

- Information

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
512210	Record Production	512250	Record Production and Distribution
512220	Integrated Record Production/Distribution		
517110	Wired Telecommunications Carriers	517311	Wired Telecommunications Carriers
517210	Wireless Telecommunications Carriers (except Satellite)	517312	Wireless Telecommunications Carriers (except Satellite)

- Real Estate & Rental & Leasing

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
532220	Formal Wear and Costume Rental	532281	Formal Wear and Costume Rental
532230	Video Tape and Disc Rental	532282	Video Tape and Disc Rental
532291	Home Health Equipment Rental	532283	Home Health Equipment Rental
532292	Recreational Goods Rental	532284	Recreational Goods Rental
532299	All Other Consumer Goods Rental	532289	All Other Consumer Goods Rental

- Professional, Scientific, and Technical Services

2012 NAICS Code	2012 NAICS U.S. Description	2017 NAICS Code	2017 NAICS U.S. Description
541711	Research and Development in Biotechnology nanobiotechnologies research and experimental development laboratories except nanobiotechnologies research and experimental development laboratories	541713	Research and Development in Nanotechnology
		541714	Research and Development in Biotechnology (except Nanobiotechnology)
541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology) nanotechnology research and experimental development laboratories except nanotechnology research and experimental development laboratories	541713	Research and Development in Nanotechnology
		541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

Where to Access the 2017 Economic Census Data

QuickFacts

The screenshot shows the 'QuickFacts UNITED STATES' page. It features a navigation bar with links for TOPICS, GEOGRAPHY, LIBRARY, DATA, SURVEYS/PROGRAMS, NEWSROOM, and ABOUT US. Below the navigation bar, there's a search bar and a 'Select a fact' dropdown menu. A table is displayed with the following data:

All Topics	UNITED STATES
Population estimates, July 1, 2017, (V2017)	325,719,376
PEOPLE	

Data.census.gov

The screenshot shows the 'Explore Census Data' page. It features a search bar with the text 'I'm looking for ...' and a link to 'Advanced Search'. Below the search bar, there's a 'Send Feedback' button and an email address: cedsci.feedback@census.gov. The page also includes an illustration of a computer monitor, a laptop, and a smartphone displaying various data visualizations like maps and charts.

Census Business Builder 3.1

The screenshot shows the 'Census Business Builder: Small Business Edition - 2.6' interface. It features a navigation bar with links for 'Privacy/Ad Statement', 'FAQs', and 'Send Feedback'. The main content area is titled 'Determine the Best Location for Your Business' and includes two sections: '1. What type of business do you want to research?' and '2. Where are you considering locating the business?'. The first section has icons for 'Construction', 'Food Services', 'Healthcare', 'Personal Services', 'Retail & Food Services', and 'Retail'. The second section has a 'My Location' dropdown and a 'Go To Map' button. At the bottom, there's a 'Create Report' button.

2017 Economic Census Fun Facts

<https://www.census.gov/library/stories/2020/02/economic-census-measuring-a-changing-america.html>

Fun Facts

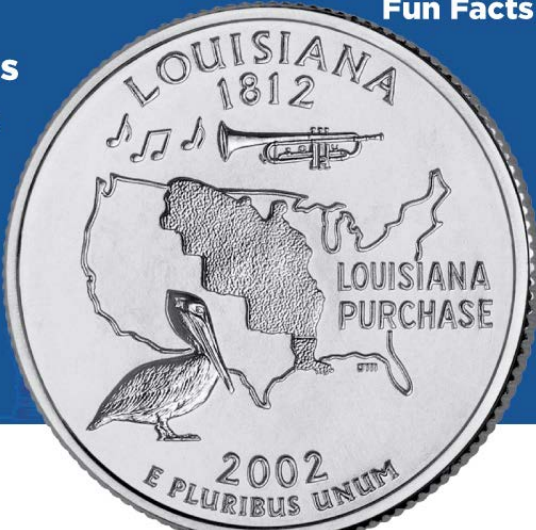
Data just released from the
2017 Economic Census

The 3,834 Transportation and Warehousing (NAICS 48-49) establishments in Louisiana reported revenue of \$14.6 billion in 2017.

www.census.gov/economiccensus

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Fun Facts


Data just released from the
2017 Economic Census

The 5,651 Accommodation and Food Services (NAICS 72) establishments in Mississippi reported total sales of \$8.2 billion in 2017.

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<https://www.census.gov/programs-surveys/economic-census/library/visualizations.html>

Fun Facts


Data just released from the
2017 Economic Census

The 2,225 Educational Services (NAICS 61) establishments in North Carolina reported revenue of \$1.8 billion in 2017.

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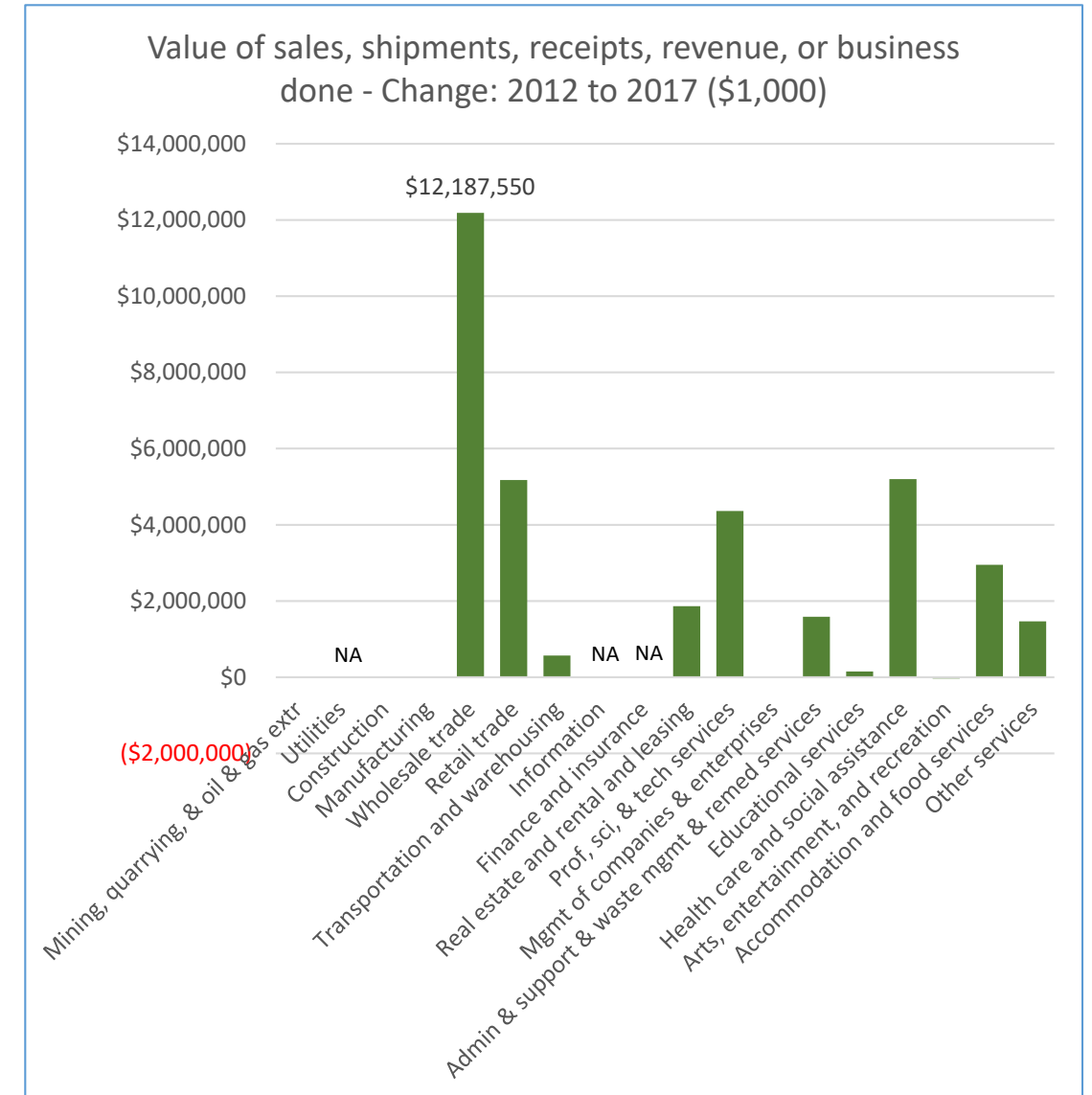
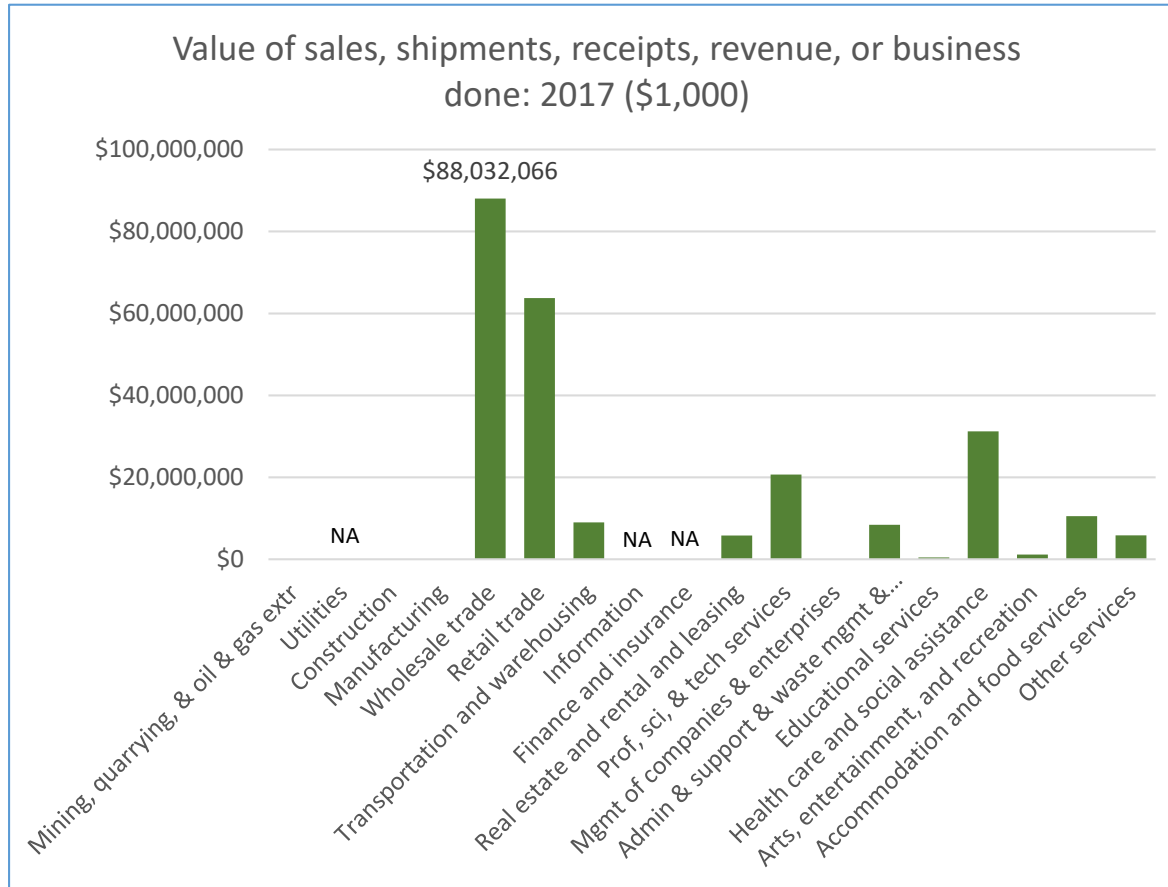
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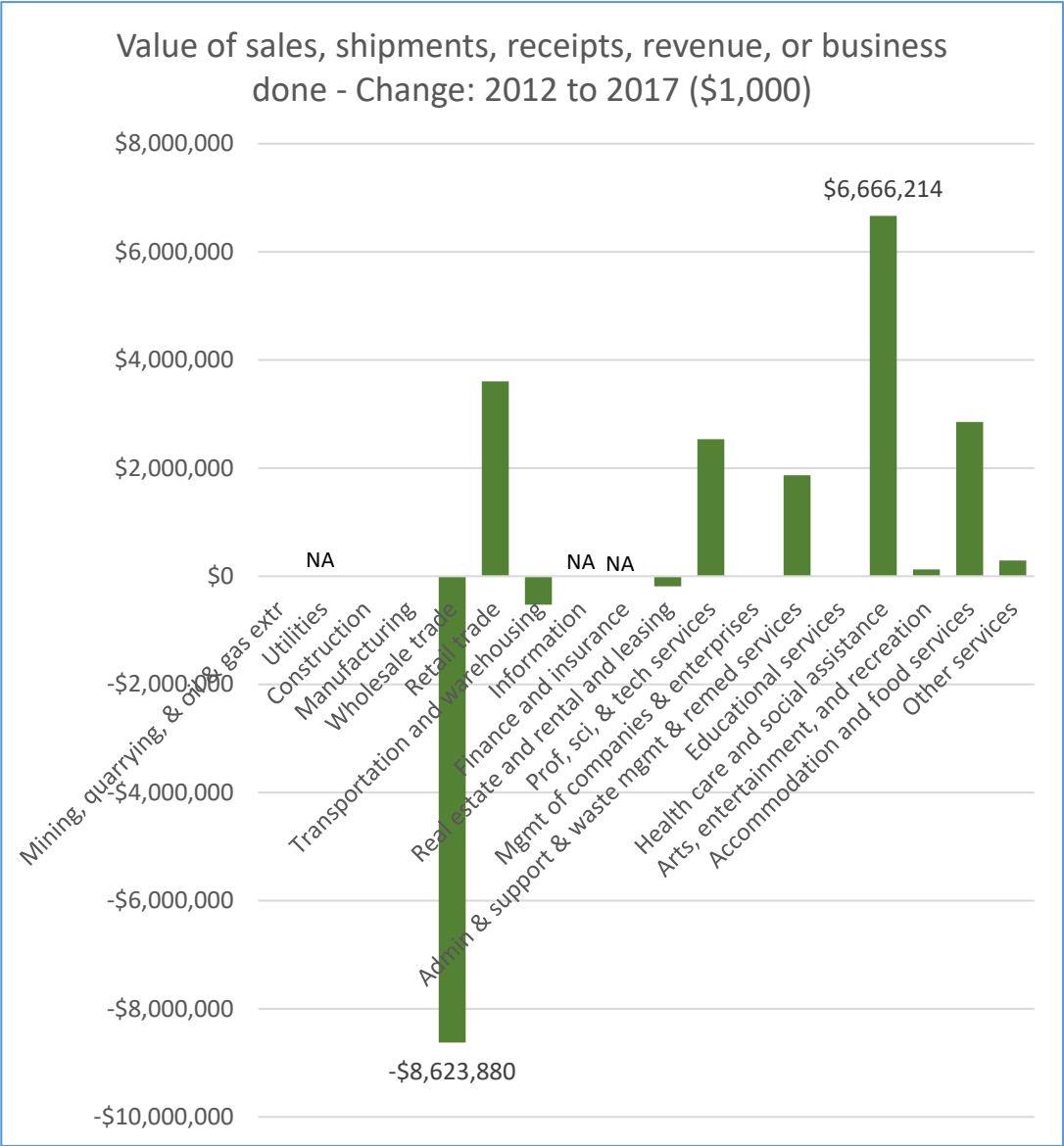
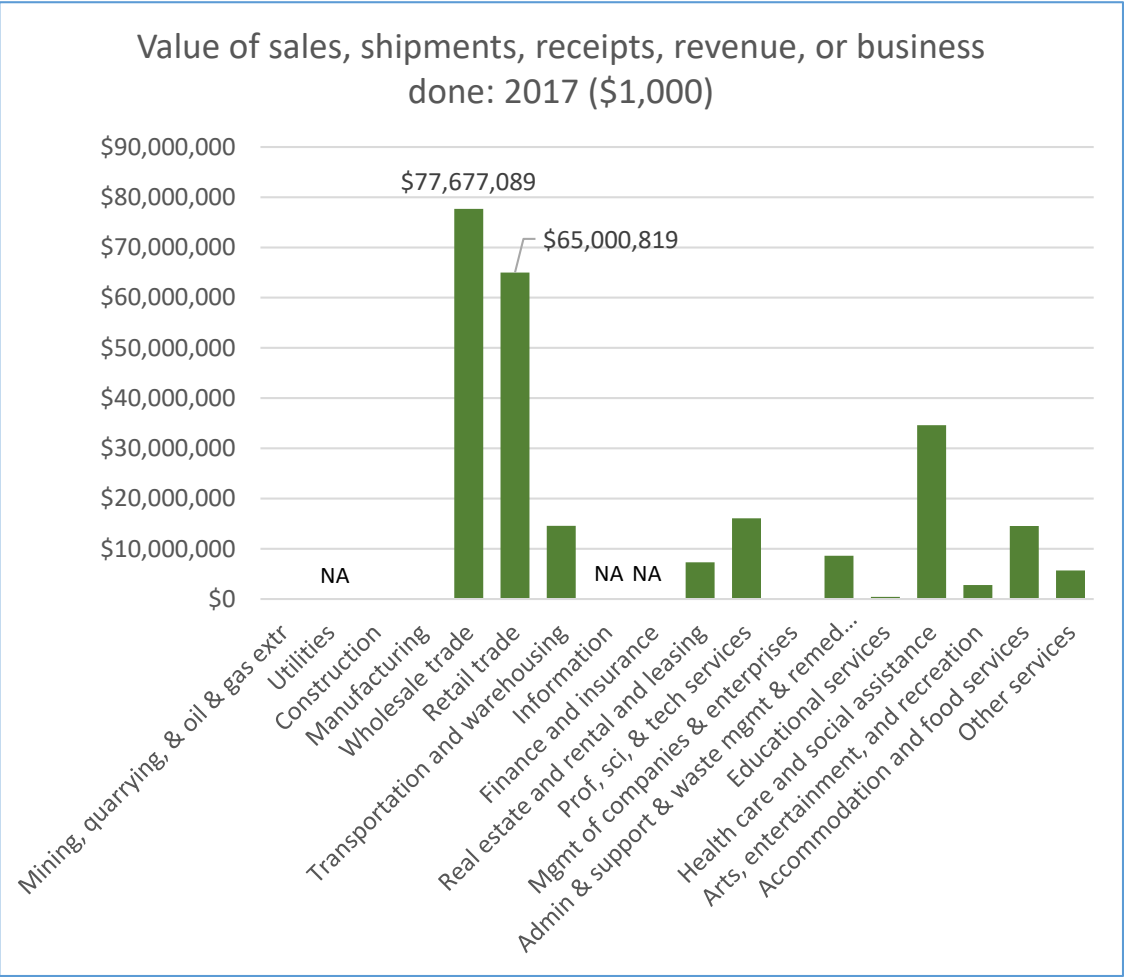
Coming Soon:

- AL – Manufacturing
- SC – Retail Trade
- TN – Wholesale Trade

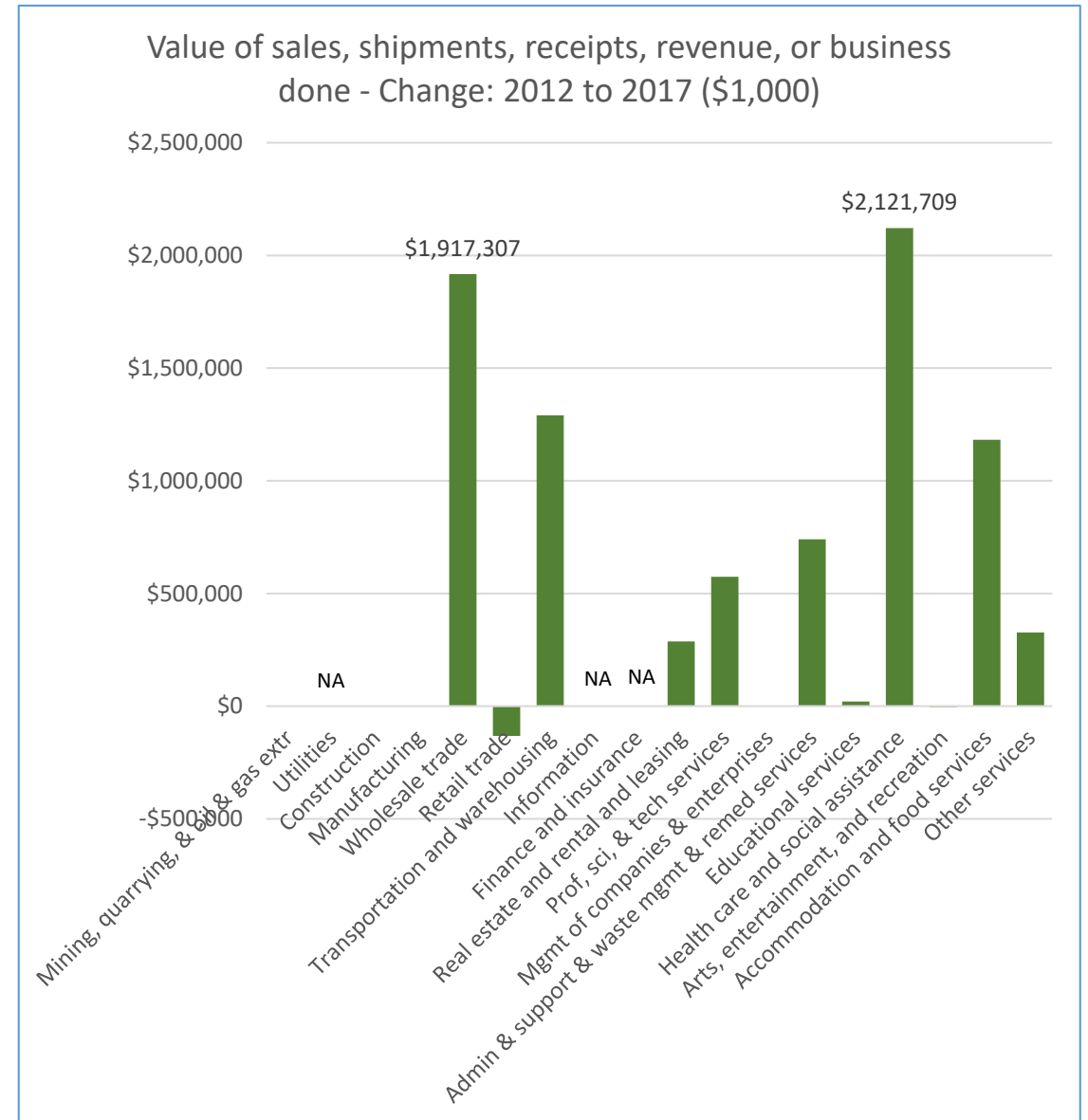
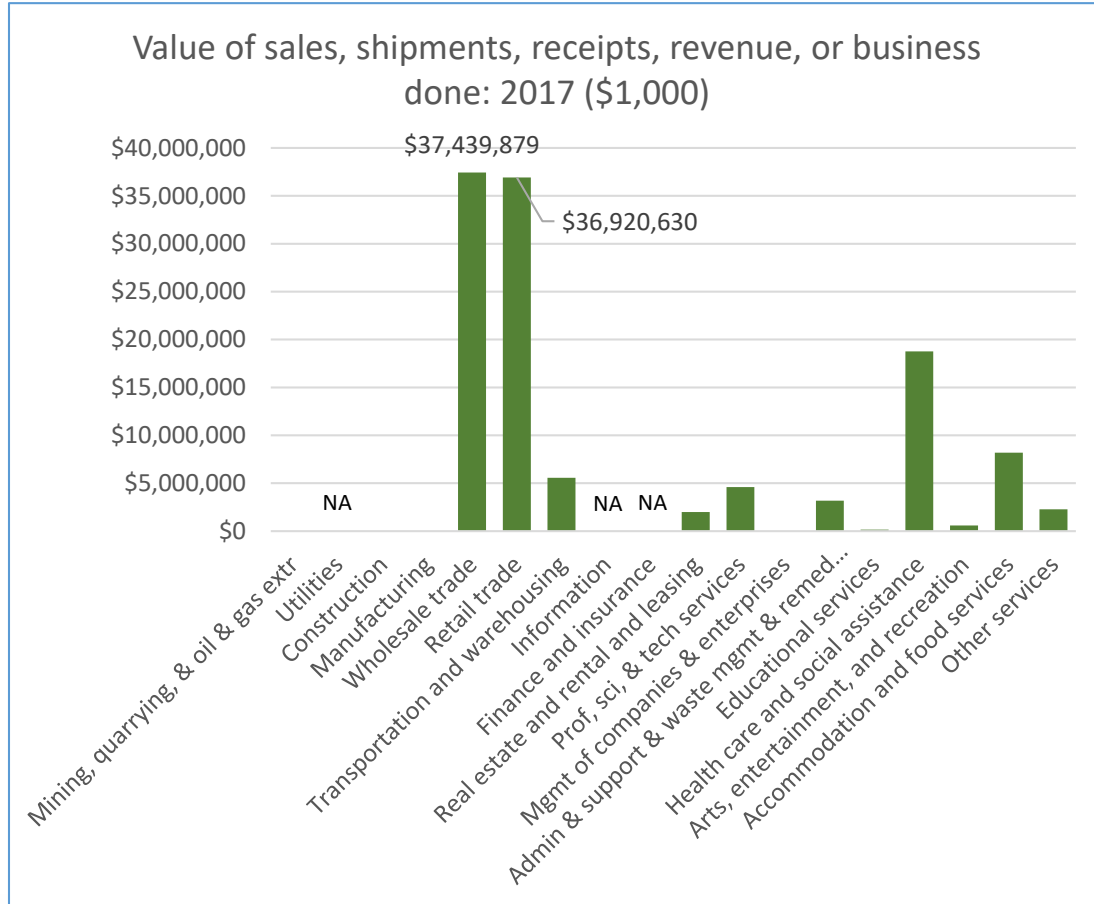
Selected Findings for Alabama



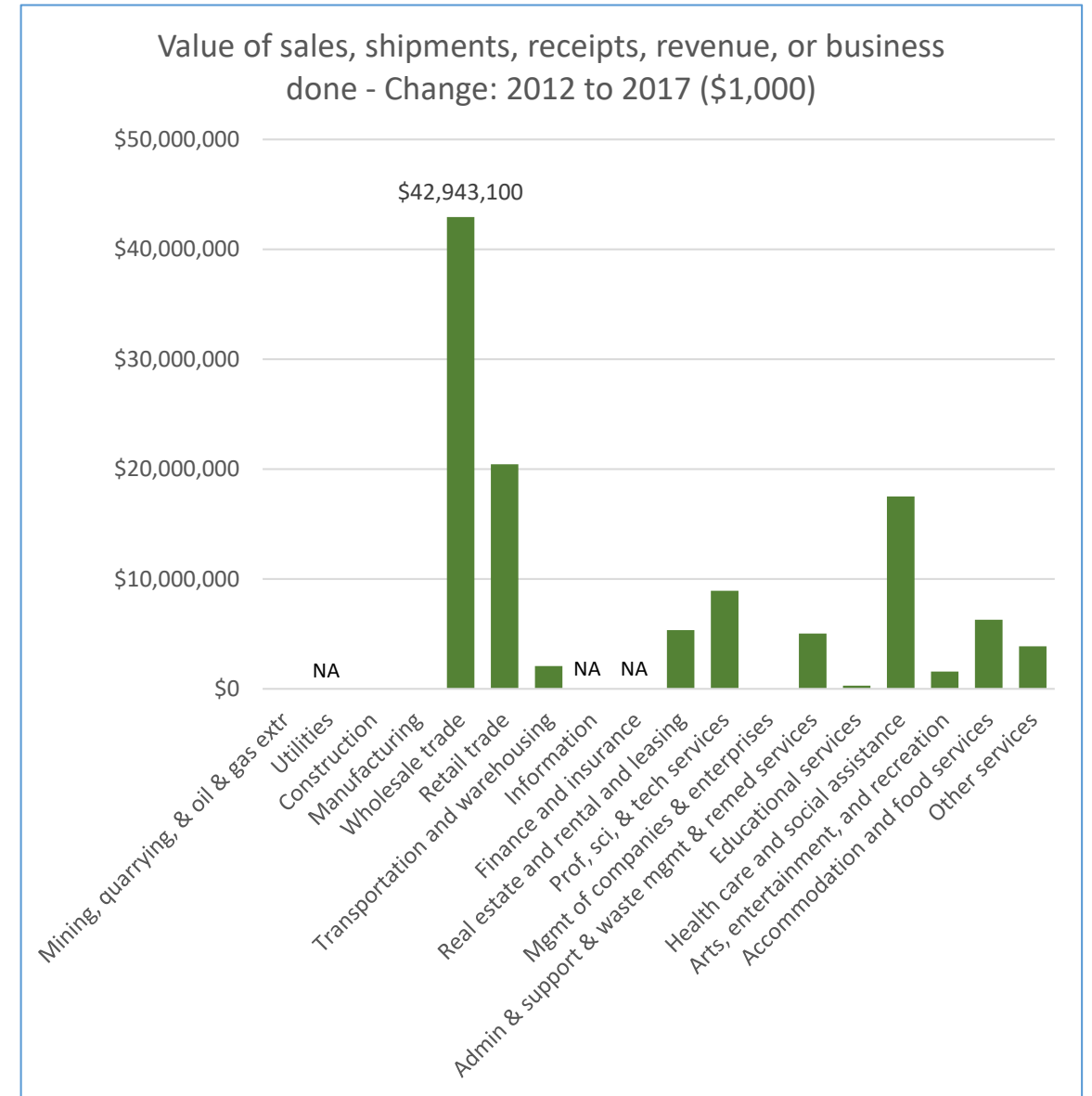
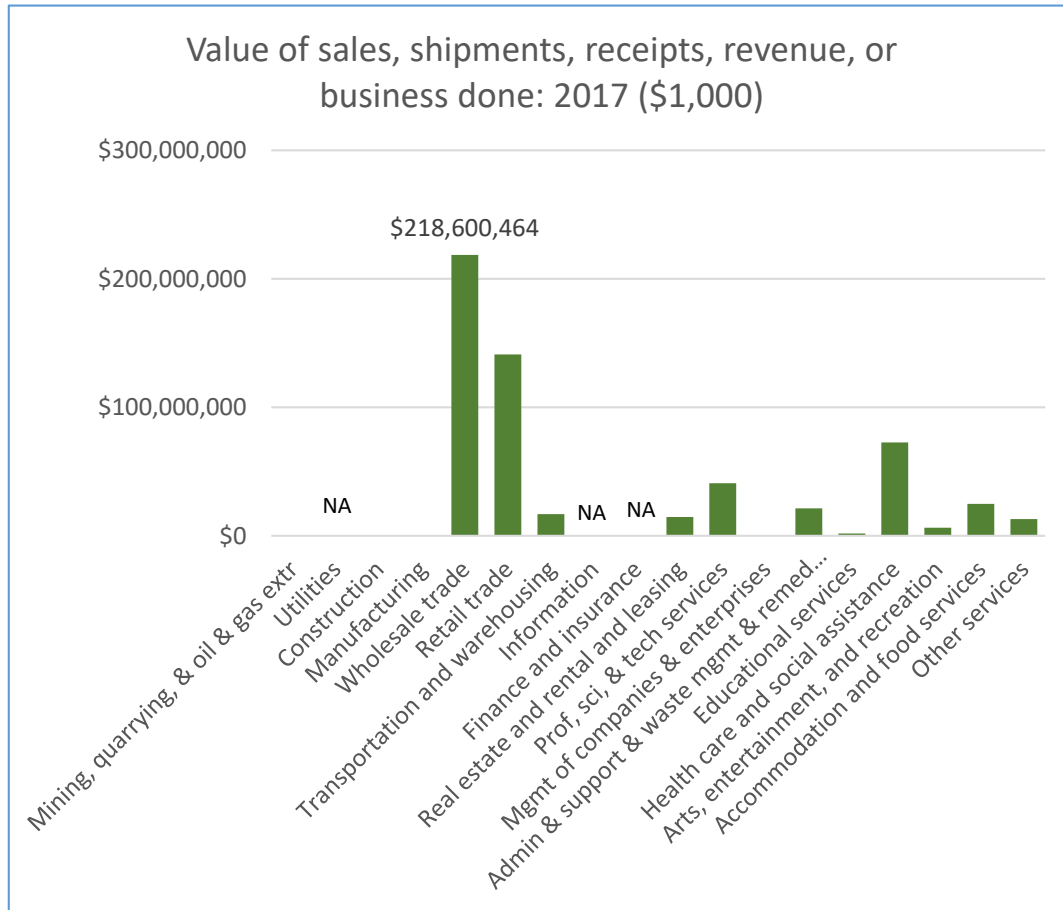
Selected Findings for Louisiana



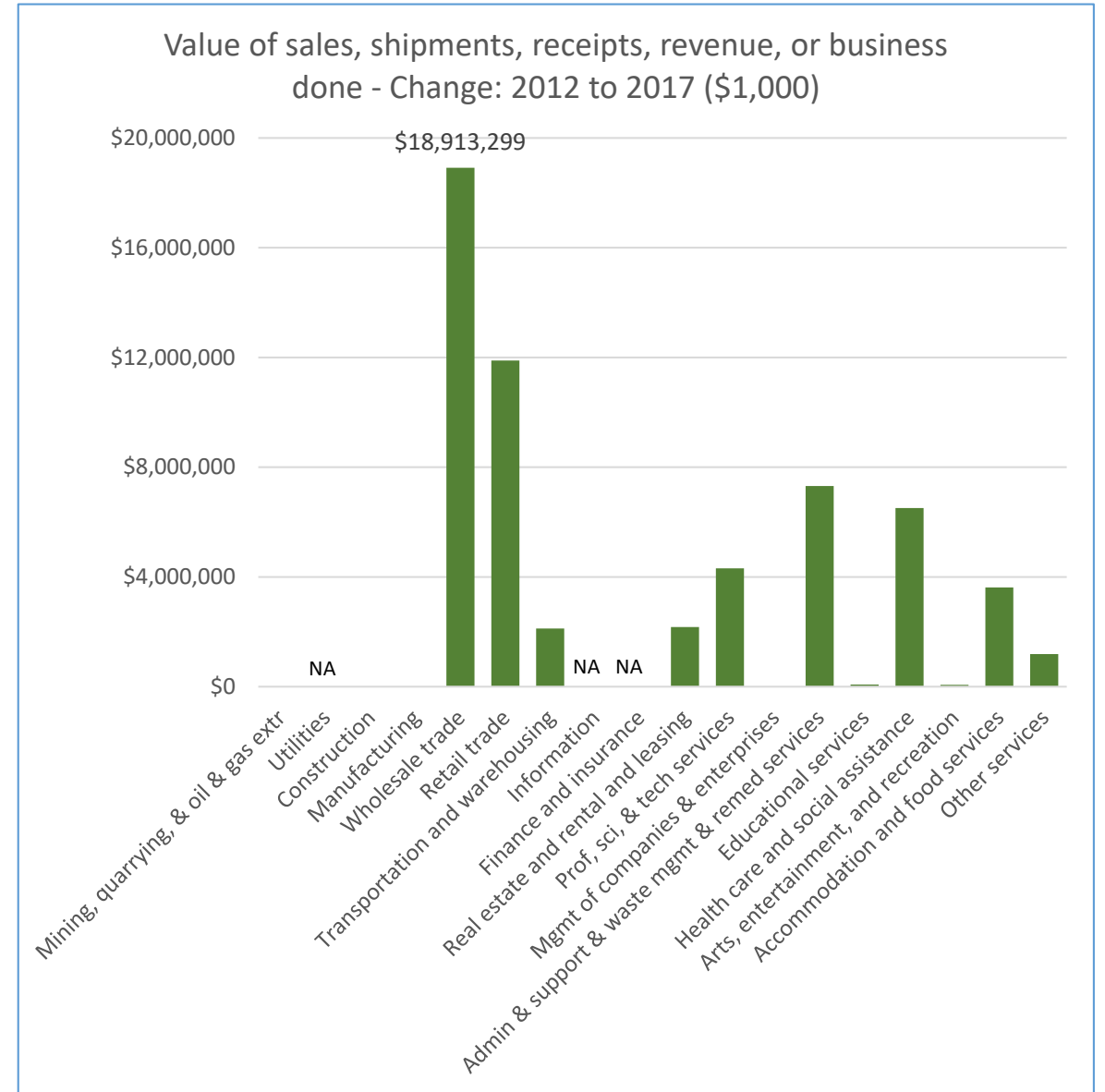
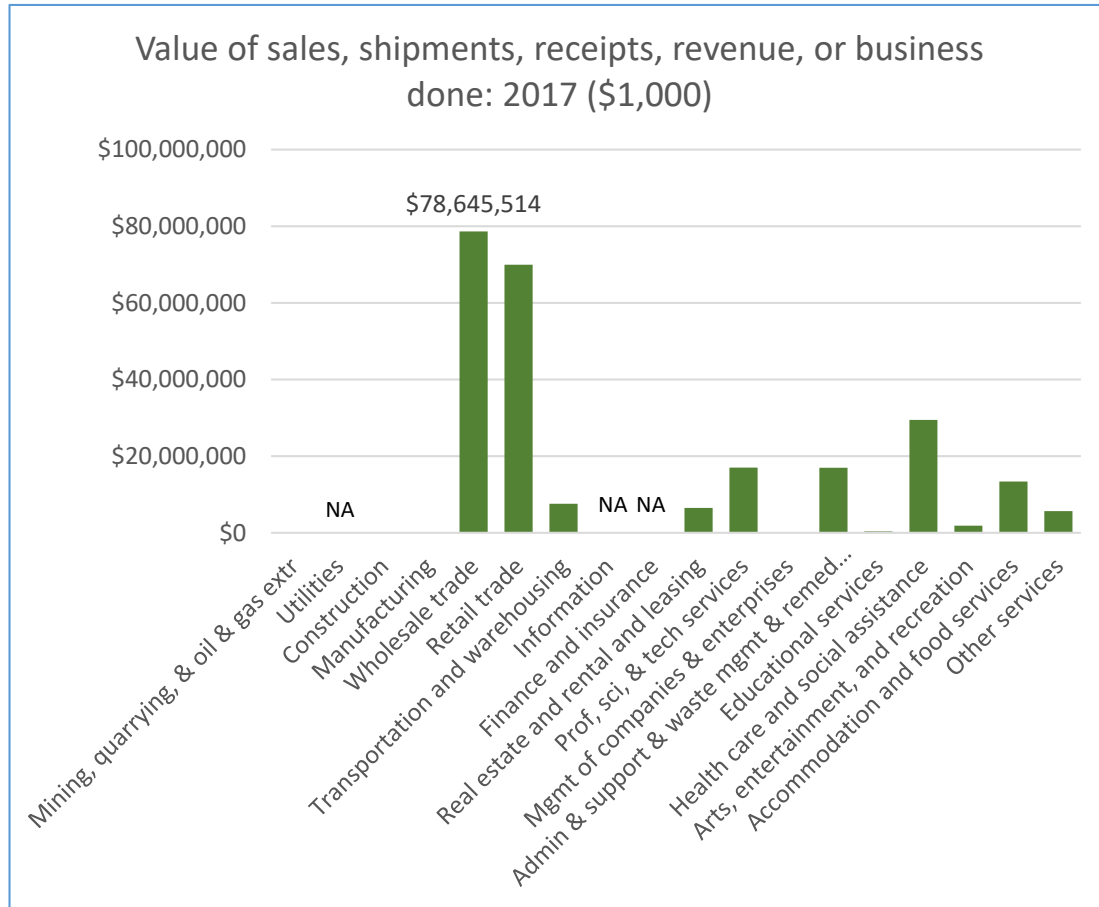
Selected Findings for Mississippi



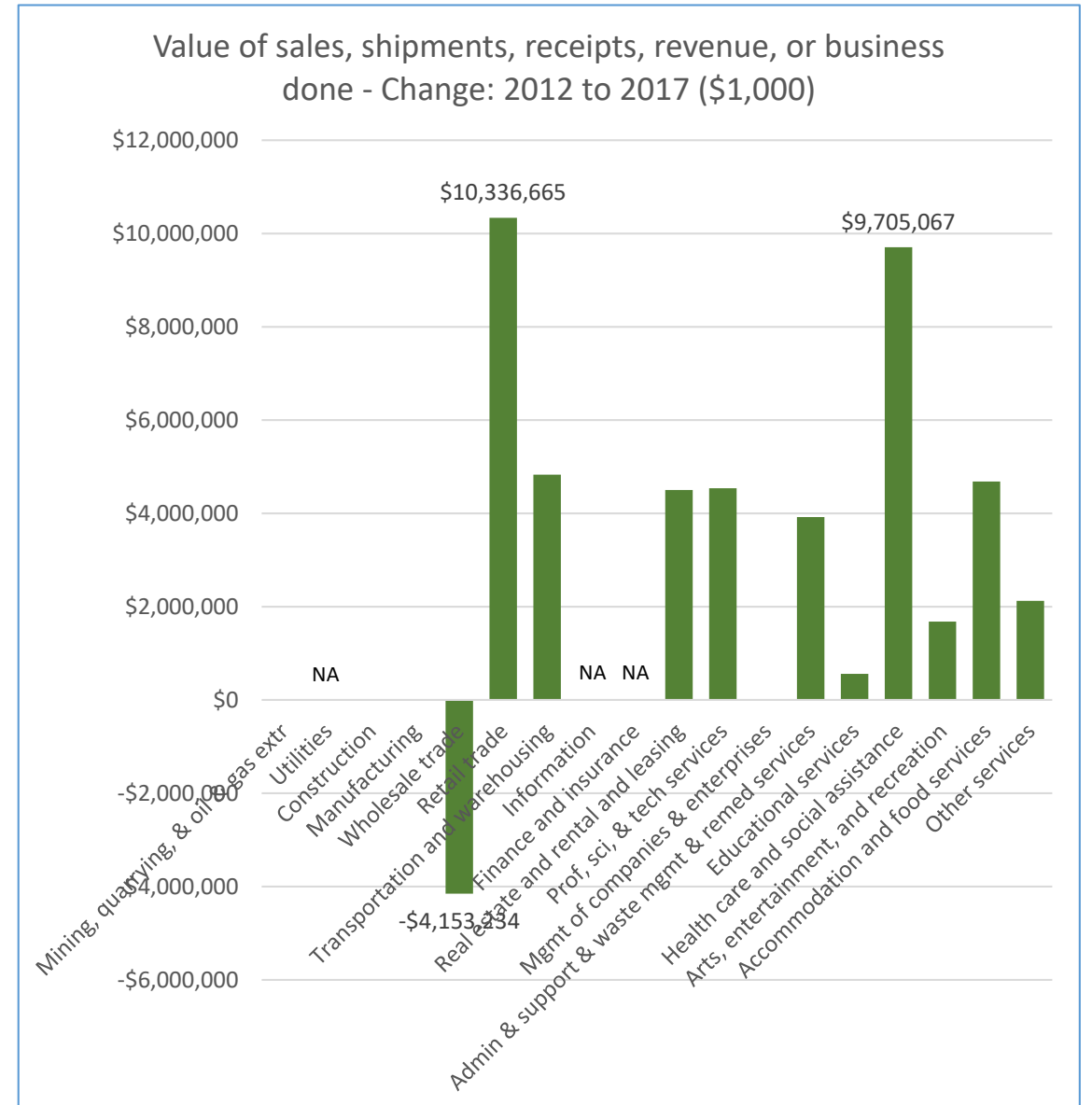
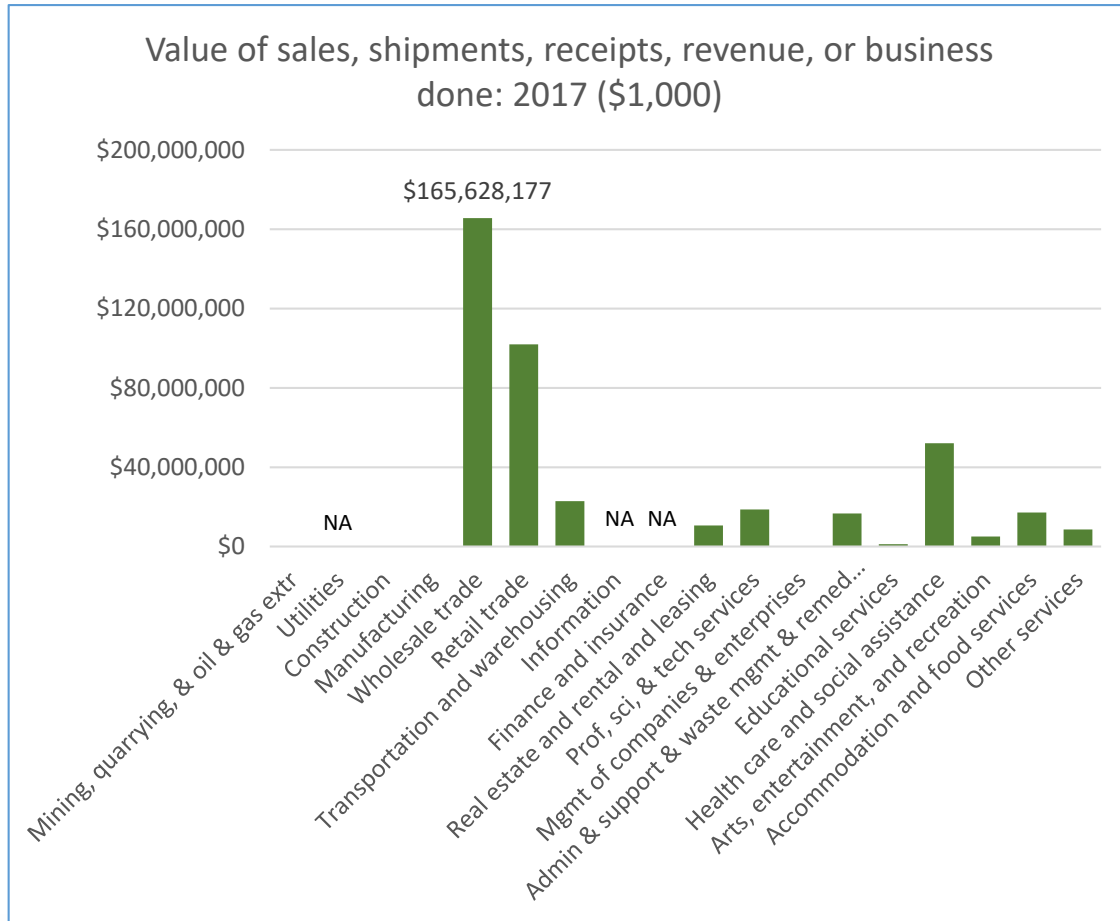
Selected Findings for North Carolina



Selected Findings for South Carolina



Selected Findings for Tennessee



What's Coming Next

- **North American Product Classification System** (Nov 2020)
 - **Product Lines** provide a breakout of the products made and sold and services provided by businesses
 - In 2012 EC, data for Mining & Manufacturing, Construction, and Other Sectors released separately
- **Establishment & Firm Size** releases (Nov 2020 – Sept 2021)
 - Consolidated into 7 tables (separate tables in 2012); Size categories standardized
- **Miscellaneous Subjects** tables
 - 38 tables dropped and 7 tables added
 - Consolidation of **Class of Customer, Enterprise Support, and Exported Services** releases

Summary / Subject Series	Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	
	Zip Code Statistics	December 2021

Visit the NAPCS website and Concordance Tables for more information (<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>)

Summary

- The **Economic Census** provides a wealth of business data
 - Learn more at <https://www.census.gov/programs-surveys/economic-census.html>
- The data are released on a **flow basis** (all states/sectors will be complete in August 2020) and **more data is coming**
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html>
- **Geography changes** constantly... make sure data are comparable
 - Learn more at <https://www.census.gov/programs-surveys/economic-census/geographies.html>
- The 2017 EC provides data on the new **2017 NAICS** basis
 - Learn more at <https://www.census.gov/eos/www/naics/>
- The data are now being released on **data.census.gov**
- More data is coming...

Q & A and Thank You!

Contact us at:

Tandace.G.Wilson@census.gov

(301)763-8058

Adam.P.Grundy@census.gov

(301)763-7592

